

What is claimed is:

1 1. A method of selectively subscribing to content in a computing environment, comprising
2 steps of:

3 enabling a user to identify content of interest, wherein a provider of the content has not
4 provided a subscription interface thereto; and

5 registering a subscription, for the user, to the identified content.

1 2. The method according to Claim 1, further comprising the step of:

2 using the registered subscription to deliver updates of the identified content to the user.

1 3. The method according to Claim 1, further comprising the step of:

2 enabling the user to customize the identification such that at least one condition is placed
3 on at least one portion of the identified content, wherein the at least one portion may comprise the
4 identified content in its entirety and wherein the content provider may have provided the
5 subscription interface to the identified content but has not provided a subscription interface using
6 all of the conditions and/or all of the portions; and

7 wherein the registering step further comprises registering the customization.

1 4. The method according to Claim 3, further comprising the step of:

2 using the registered subscription to deliver updates of the identified content which match
3 the conditions to the user.

1 5. The method according to Claim 3, further comprising the steps of:
2 specifying, for the user, at least one action to be carried out when the conditions are
3 matched in updates of the identified content.

1 6. The method according to Claim 5, further comprising the step of:
2 evaluating the registered subscription, and if the condition(s) therein are met in updates to
3 the identified content, carrying out the action(s).

1 7. A system for selectively subscribing to content in a networking environment, further
2 comprising:
3 means for receiving an identification of content of interest to a user, wherein a provider of
4 the content has not provided a subscription interface thereto; and
5 means for registering a subscription, for the user, to updates of the identified content.

1 8. The system according to Claim 7, further comprising:
2 means for using the subscription to deliver updates of the identified content to the user.

1 9. The system according to Claim 7, wherein the means for receiving and means for
2 registering are adapted for receiving identifications of content of interest to a plurality of users
3 and registering subscriptions to updates of the identified content for the plurality of users,
4 respectively.

1 10. A computer program product for selectively subscribing to content in a networking
2 environment, the computer program product embodied on one or more computer-readable media
3 and comprising:

4 computer-readable program code means for receiving an identification of content of
5 interest to a user, wherein a provider of the content has not provided a subscription interface
6 thereto; and

7 computer-readable program code means for registering a subscription, for the user, to
8 updates of the identified content.

1 11. The computer program product according to Claim 10, further comprising:

2 computer-readable program code means for using the subscription to deliver updates of
3 the identified content to the user.

1 12. The computer program product according to Claim 10, wherein the computer-readable
2 program code means for receiving and computer-readable program code means for registering are
3 adapted for receiving identifications of content of interest to a plurality of users and registering
4 subscriptions to updates of the identified content of the plurality of users, respectively.